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U.S. Department of Agriculture

FOOD STAMP
PROGRAM



FOOD GUIDE

November 1961

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store bulletin boards as well.

Plentiful Foods

Turkeys	Apples	Pork
Cranberries	Cabbage	Potatoes
Dry Beans	Dry Peas	
Vegetable Fats and Oils		

Additional Foods

Evaporated Milk	Hominy Grits	Pumpkins
Cornmeal	Carrots	Squash

TURKEYS

Supply: Turkey producers will be marketing 25 percent more turkeys this November than they did a year ago. There are also large stocks of turkeys in storage. All sizes will be represented in this abundance.

Sales Opportunity: November is turkey month, and the turkey industry is doing all it can to help you call attention to the outstanding values of turkeys this fall.

Merchandising Hints: You can offer a real service to your Food Stamp coupon customers by steering them to economical turkey buys this November. Let them know that food stamps will go further when they take advantage of the bountiful supplies of turkeys.

- Remind budget conscious customers of the many uses for turkey, including creamed turkey which can be served over mashed potatoes. A "good with creamed turkey" poster at the potato display will help tell the story, and help sell potatoes which are also plentiful.
- Give your turkey displays that "stand-out" look with point-of-sale material, including your newspaper ad. Keep the display full of all size birds.

CREAMED TURKEY

3 tablespoons cooking fat
2 tablespoons flour
1/2 cup milk
1 cup turkey or chicken stock
salt and pepper
1/2 green pepper, diced
1 egg yolk
1½ cups diced cooked turkey

Make white sauce: Melt 2 tablespoons of the cooking fat and stir in the flour. Add milk and broth and cook until thickened, stirring constantly. Season with salt and pepper. Melt the remaining tablespoon of fat, add green pepper and cook a few minutes over low heat.

Beat egg yolk, stir in a little of the sauce, and add to the rest of the sauce. Add the other ingredients and cook until the mixture is hot.

Serve hot over mashed potatoes.

Serves 4.

CRANBERRIES

Supply: The 1961 cranberry crop is forecast at 1,198,000 barrels. This is 11 percent below the production last year, but 15 percent above average. There are also abundant supplies of processed cranberries to offer in the form of jellied sauce, whole berry sauce, and cranberry juice.

Sales Opportunity: New crop fresh cranberries can give appeal to low cost meals -- and they make a colorful, fast-moving addition to the produce counter this November.

Merchandising Hints: Tie in with the cranberry industry's extensive promotional campaign with good displays using attractive point-of-sale materials.

- Cranberries go so well with all meat, fish, and poultry items -- a display at the meat and fish counters should help draw volume sales.
- Cranberries and plentiful apples combine well for pie baking -- and make a good related item sale.
- Feature the jellied sauce or whole berry sauce for quick, convenient additions to November meals.

APPLES

Supply: A wide variety of good quality apples is available this year from a crop estimated at 125,155,000 bushels. This is 15 percent more apples than were produced in 1960 and 12 percent more than average.

Sales Opportunity: Customers respond well to in-store apple promotions. A display of several varieties makes a parade of values. Take advantage of the continuing effect of the strong October promotion - and tie in with the Kraut, Pork, and Apple Season promotion.

Merchandising Hints: Sell apples by variety name, and let your customers know which are suggested for eating out of hand, cooking or baking.

- Give special attention to apple displays. Apples should have that "makes you want to eat one" look. Handle apples, whether in pre-packs or loose, with care, and be sure to remove damaged apples from displays.
- With good baking apples, display pie crust mix and cheese; with good cooking apples, add tapioca, sugar, and spices for related item sales.

CABBAGE

Supply: The early fall cabbage crop which provides the major fall and winter stocks is estimated at 9.8 million hundredweight, 3 percent more than was produced a year ago.

CABBAGE (cont'd.)

Sales Opportunity: Help your Food Stamp coupon customers by calling attention to the cabbage display. Cabbage is highly nutritious, and a real economy buy.

Merchandising Hints: Keep your cabbage display fresh, clean and inviting to remind the customer of the crisp, delicious ways cabbage can be served.

- Put a few heads of cabbage near the meat counter where the customer will be planning the meals. Cabbage goes well with plentiful pork, so keep the display filled.

POTATOES

Supply: A bountiful fall potato crop, estimated at 192,199,000 bushels, or 10 percent larger than last year's crop, will provide a plentiful supply of potatoes for fall merchandising.

Sales Opportunity: In-store promotion builds potato sales. Try a shopper-stopper display to call attention to your potato values.

Merchandising Hints: Arrange massive displays of bulk and packaged stock. Include several sizes of potatoes and sizes of packages to give customers plenty of choice. It takes all kinds to make a sale.

- Suggest creamed turkey over potatoes for an economy meal -- or suggest potatoes with your pork feature.
- Use window posters to attract customers to your potato values, and point to attractive prices on larger unit sales.

PORK

Supply: Large supplies of pork will be coming to market this November reflecting the 7 percent increase in last spring's pig crop.

Sales Opportunity: Hearty meals with pork have a special appeal, so make the whole family of pork cuts -- fresh and cured -- work for you.

Merchandising Hints: Highlight economy cuts of pork in store ads, and follow through with well-filled displays.

- Tie in with local food editor columns by clipping good pork ideas and mounting them at the meat counter.
- Pork goes well with kraut and apples for tasty and thrifty meals.

VEGETABLE FATS AND OILS

Supply: Heavy production of the oilseed crops, especially soybeans, will provide plentiful supplies of cooking fats and oils, salad oil, and spreads.

Merchandising Hints: Nutritious salads and tasty home-baked foods can be made from plentiful foods.

- Locate a salad oil display near your produce bins -- to promote use in salads and the preparation of dressings, too.
- Customers will want cooking oils for roasting that turkey -- for frying potatoes, too.
- Suggest apple-cranberry pies at the shortening display.

EVAPORATED MILK

Sales Opportunity: Evaporated milk is included in the menu ideas that are being directed to Food Stamp coupon users, so display it prominently.

Merchandising Hints: An easy and delicious way to add nutrition goodness to sauces and so many dishes.

- Top a mammoth display of evaporated milk with fresh or canned pumpkin or squash to suggest a seasonal pumpkin pie.
- Ask your supplier for recipes to give your customers who use evaporated milk -- it makes a fine white sauce to use in making creamed turkey.

DRY BEANS

Supply: The dry bean crop is estimated at 18.6 million hundred-pound bags. This is 4 percent above the crop produced last year, and 11 percent above average.

Sales Opportunity: Two of the favorite dry bean items will be in heavy supply this year. Pea beans, which are so often favored in home-made or commercially packed baked beans, are bountiful this year, and so are those pinto beans which are so good in chili con carne.

Merchandising Hints: Give dry beans a prominent spot to attract the attention of Food Stamp coupon shoppers.

- Use a reminder spot near the check out counter for canned baked beans and catsup.

DRY PEAS

Supply: A dry pea crop of 3.4 million bags this year, means that there will be 6 percent more than there were a year ago.

Sales Opportunity: The makings of a warming, hearty soup.

Merchandising Hints: Get those dry peas up at eye level so your Food Stamp coupon customers can find them easily.

- Put a couple of facings of dry peas over by your soups, and check the recipe on the bag or box for related item sales ideas.

CORNMEAL AND HOMINY GRITS

Sales Opportunity: The cereal selections of the month for Food Stamp coupon shoppers are corn meal and hominy grits. These two versatile items will be highlighted in recipe material for coupon users during the month of November.

Merchandising Hints: Remind customers to have plenty of corn meal on hand for making such local favorites as spoon bread, corn sticks, or Johnny cake.

- Put some corn meal and hominy grits with the cereal display to tempt those who like to start the day with grits or corn meal mush.

CARROTS

Sales Opportunity: Carrots can add both color and extra nourishment to November meals.

Merchandising Hints: Suggest carrots and cabbage as boiled dinner mates.

- Display carrots cross-wise in the bin instead of the usual up-and-down pattern, to get the full effect of the carrot color.

PUMPKINS AND SQUASH

Sales Opportunity: Pumpkin and Squash are recommended to Food Stamp coupon shoppers because of their high nutritional value, both being rich sources of Vitamin A.

Merchandising Hints: Use fresh pumpkins along with your display of canned or frozen pumpkin or pumpkin pie mix.

- Hard shell winter squash makes an eye catching item in a well filled bin. A "goes so well with pork" sign helps customers plan economical, nutritious meals, and helps your sales.